

CASE STUDY

RETAIL-READY REPACKAGING

European Personal Care Brand Saves 15% on Packaging Redesign and Reassembly for U.S. Retail

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IN TODAY'S OMNICHANNEL LANDSCAPE, BRANDS MUST SATISFY MORE PACKAGING REQUIREMENTS THAN EVER BEFORE. MANY RETAILERS HAVE SPECIFIC BRANDING AND/OR SUSTAINABILITY GUIDELINES, AND QUANTITY REQUIREMENTS CAN VARY FROM ONE CHANNEL TO THE NEXT.

WHEN A EUROPEAN PERSONAL CARE BRAND EXPANDED INTO THE U.S. MARKET, IT MET THIS COMMON ROADBLOCK.

The brand needed to quickly redesign its primary packaging to meet U.S. quantity requirements. Then, it needed to repackage its existing 3-pack bundles into these new single packs. Executing the task in-house would require significant capital investment and expertise — especially given the complexity of the product's high-graphic folding cartons. The brand turned to Victory Packaging for an efficient, cost-effective solution. We hit the ground running to help our client customize its packaging for U.S. retail channels.

Victory Packaging has invested heavily in packaging design, manufacturing and assembly so that our customers don't have to. We're also one of the only companies capable of engineering high-graphic folding cartons like the ones the client required. Our consumer team moved quickly to redesign the product's 3-pack folding carton to accommodate a single pack. Then, our distribution team executed repackaging assembly operations. By optimizing the process every step of the way, we got our customer's repackaged inventory to retailers ahead of schedule — allowing them to spend less time on packaging and more time selling.

By handling every aspect of a European brand's packaging redesign and reassembly, Victory Packaging reduced its costs by 15%, decreased its inventory time-to-market and enabled it to expand into new U.S. channels without additional capital expenditures.



CHALLENGE

Update an imported product's packaging to meet U.S. retail requirements — without additional capital investment

SOLUTION

Redesigned the product's high-graphic folding cartons and repackaged the product into this new retail-friendly packaging

RESULTS

15% lower packaging labor costs, reduced inventory time-to-market and U.S. market expansion without additional capital investments